EYE on VI – OCTOBER 2012 (1st Quarter – FY2013)

Also posted online: *http://www.defenseimagery.mil/community.html*

Calendar - *(Events, conferences, workshops, & professional development opportunities)*		
22 Oct 2012	**Defense Visual Information Steering Committee meeting**	**Pentagon Conf. Ctr.**
25 Oct **(15 Oct - 20 Dec)**	**Public Affairs Qualification Course (PAQC) briefing**	**DINFOS**
7 Nov	**IPR Content Management Course (previously Editors Course)**	**DINFOS**
12 Nov	**Veteran's Day**	
22 Nov	**Thanksgiving Holiday**	
3-5 Dec	**IPR – PAQC (resident & ADL)**	**DINFOS**
25 Dec	**Christmas Holiday**	
28 January 2013	**Defense Visual Information Steering Committee (DVISC) meeting**	**Pentagon** **Conf. Ctr. Rm. B6**

VI Hot Topics

VI Policy Update
View the updated and most recent DOD instructions and directives at:
http://www.dtic.mil/whs/directives/corres/pdf/504002p.pdf
Don't forget to update your policy documents with the revised **DoDI 5040.02 Visual Information (VI).** Some military Service & DoD web sites & issuances still cite the now-cancelled DoD instructions.

DoDI 5040.07 DoD VI Production Procedures combines and amplifies guidance contained in the current versions of 5040.07 and 5040.09. The legal review of revised DoDI 5040.07 is complete and the instruction is awaiting signature.

DoD Style Guide
The DoD Captioning Style Guide with several new entries is posted on DefenseImagery.mil. A robust update will be completed in January 2013. If you have any DoD style-related questions or concerns, please email: Thomas Ruyle at *thomas.ruyle@dma.mil* or (301) 222-6209

COMING SOON! - COMCAM MTTP (Multi-Service Tactics, Techniques and Procedures)
The revised version is completed and being processed for posting online. Questions? Contact LCDR Doug Houser at *doug.houser@dma.mil*

Best Imagery Highlighted - Contact the DoD Image Gallery to receive the daily distribution for imagery products at: *dodimagegallery@DMA.MIL*.

VI ARTICLES – PUBLICATIONS of interest:
      NAVY IMAGERY INSIDER (July-Sept 2012)
http://www.slideshare.net/NavyVisualNewsService/navy-imagery-insider-julysept-2012?from=share_email

      NYT Instagram Pics
http://lens.blogs.nytimes.com/2011/02/11/through-my-eye-not-hipstamatics/

PHOTOGRAPHY FEEDBACK
One of the great ways we could use a social media VI community is to be able to contact photographers to let them know just how well their photos are doing. Photographers want to know that their photos are being used. This picture was especially popular on Flickr. (http://www.flickr.com/photos/39955793@N07/8046941568/) Good job CPL Lodder!!

FAQs (Frequently Asked Questions)
Q: What is the process once imagery is released to DIMOC?
A: Combat Camera imagery is made available to the DoD, the public and other government agencies through our public website. Depending on the requirements of the customer DIMOC may also create light boxes of imagery specifically tailored to a particular region and/or operation, exercise or contingency.

- Upon receipt of imagery, DIMOC content managers review the captions for proper grammar and accuracy of content.
- All "released" imagery is published to the defenseimagery.mil public website where all public users may access and download the imagery.
- DIMOC also provides key senior leaders within the Pentagon, Office of Secretary of Defense and the Joint Chiefs of Staff as well as Combatant Commanders a comprehensive report detailing all Combat Camera imagery received and processed at DIMOC.

Significant Change to the VI Production Awards (VIPA)
Beginning this year (CY12), the VI Production Awards will change from a biennial contest to an annual competition in order to provide more timely recognition for quality VI productions and to align the VIPA with the other Communicators of Excellence Awards programs. The revised contest categories are: (1) Training and Education, (2) Recruitment, (3) Internal/Public Information, (4) Documentaries, and (5) Public Service Announcements.
The DINFOS Commandant approved changes to the VI Production Award program in response to formal recommendations from the Defense Production Management Group (DPMG). The DPMG is chartered by DoDI 5040.09 (http://www.dtic.mil/whs/directives/corres/pdf/504009p.pdf) to assist the ATSD(PA) and make recommendations on matters pertaining to VI Productions. Additional VIPA contest information, the latest rules, nomination procedures, and the CY12 contest deadlines are available on the DINFOS VI Production Awards web page at:
http://www.dinfos.dma.mil/events/VI_Production/VIP_Production.htm
The DINFOS Contest Coordinator is Mr. Rob Hood (301) 677-3212 rob.hood@dinfos.dma.mil.

TASKING COMCAM FORCES
COMCAM forces, until placed under the operational or tactical control of deployed forces, belong to their particular Service. As such, tasking of COMCAM forces is controlled by the Services where the Global Force Management tool is utilized to task and deploy COMCAM forces.

The purpose of Global Force Management (GFM) is to manage the allocation and apportionment of deployed forces – including COMCAM personnel– into a predictive, streamlined and integrated process. Using GFM enables the Secretary of Defense (SecDef) to make proactive, informed management decisions by evaluating risk to the Services and allocating appropriate forces to known requirements. Combatant Commander planners develop requirements and submit them

to JCS through their J3 by entering the requirement into the Joint Capabilities and Requirements Manager (JCRM). All rotational and emergent COMCAM requirements for joint operations must be vetted through the GFM process to the Service providers. Once the requirement is sourced to the appropriate Services, the details (personnel and logistics) will be loaded in the JOPES for assignment of ULNs.

Note: A lack of familiarization with COMCAM capabilities can often lead to inappropriate tasking for COMCAM services and support. For detailed assistance, contact the component command COMCAM planner to plan COMCAM integration into joint operations. In the absence of the Combatant Command planner, contact the Joint COMCAM program manager at:

Pentagon   Comm. (703) 697-0216, DSN: 227-0216 Cell: (703) 675-9732
NIPR: douglas.e.houser2.mil@mail.mil
SIPR: Douglas.Houser@js.smil.mil
JWICS: douglas.houser@nccs.ic.gov
Defense Media Activity   Comm. (301) 222-6516
NIPR: doug.houser@dma.mil OR SIPR: douglas.houser@dma.smil.mil

DIMOC Wants Your Old and New imagery

Old or new imagery – DIMOC wants imagery in as timely a manner as possible, which also allows more distribution. Legacy or current imagery; always send to DIMOC. It has historical value for the long term. For more information, contact archivists Dr. Pedro Loureiro or Ms. Julia Hickey or at: *Pedro.Loureiro@dma.mil*; 951-413-2544 or *julia.hickey@dma.mil*; 301-222-6525.

DINFOS Training and Professional Development Opportunities

http://www.dinfos.dma.mil/DinfosWeb/CourseInfo/course_catalog.aspx

Visual Information Management Course (2 weeks)
Class 010 - 15 Oct 2012 - 26 Oct 2012
Class 020 - 7Jan - 18 Jan 2013
Combat Camera Leadership Course (2 weeks)
(*There is only one iteration offered in 2013)
010 – 06 May 2013 - 06 May 2013
Digital Multimedia Course (7 weeks)
010 – 15 Oct 2012 – 5 Dec 2012
Intermediate Photojournalism Course (8.5 weeks)
050 – 25 Sep 2012 – 27 Nov 2012
Intermediate Videography Course (3 weeks)
010 – 28 Jan 2013 – 15 Feb 2013
Advanced Electronic Journalism Course (4 weeks)
010 – 01 Oct 2012 – 30 Oct 2012
020 – 8 Jan – 5 Feb 2013
Joint Expeditionary Public Affairs Course (2 weeks)
010 – 26 Nov – 07 Dec 2012
Joint Intermediate Public Affairs Course (4 weeks)
010 - 06 May 2013 - 05 Jun 2013
Joint Senior Enlisted Public Affairs Course (2 weeks)
010 - 29 Oct 2012 - 14 Nov 2012
Public Affairs Qualification Course (PAQC)
010 - 15 Oct 2012 - 20 Dec 2012

SUBMISSIONS: *If you have something you think should be included, please email content to EYE on VI to:*
***EYE on VI* Editor:** Barbara Burfeind, APR+M, Chief, VI Plans & Integration; Ph: 301-222-6530,
Barbara.burfeind@dma.mil